

DIGITAL SOCIAL PARTNERS

Dissemination and Valorisation Strategy

Prepared by: Association of Lithuanian Chambers of Commerce, Industry and Crafts

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Digital Social Partners – DigiSoc

Introduction

Dissemination is related to **making the results / outcomes of a project visible** to others, and **making the project aims and objectives comprehensible** to all the interested key players: end-users, target groups and stakeholders. It is a process of awareness-raising and promotion which should permeate a project throughout its duration. The dissemination plan is a tool aimed to support the partners' dissemination efforts by providing guidelines, standard tools, and useful tips for effective dissemination together with a dissemination calendar to monitor the development of dissemination through the various phases of the project.

According to the approved project proposal:

- 1. Provide a plan of how to raise awareness of activities and results, share outcomes.*
- 2. Identify important dissemination activities planned throughout the project, indicating purpose, target audience, timing and key message.*
- 3. Outline how results will be used and exploited by the project partners and how the results will be made known and accessible to the community – Employers and Trade union organizations.*
- 4. Document any work needed for project sustainability and follow-on.*

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5. *Promotion, dissemination and exploitation of the project and project products.*
6. *Define the tools and mechanisms of promotion, dissemination, and exploitation.*
7. *To determine how during the project and after the end of the project, the results will be exploited.*
8. *to determine how project partners can use existing networks and resources for dissemination and exploitation.*

Based on the above proposes a preliminary framework for the Dissemination and Valorization Strategy to be shared with the partners during the kick-off meeting, to be followed by a Dissemination and Valorisation Plan describing in detail the project dissemination strategy agreed upon by partners. It is important to underline that the Dissemination and Valorisation Plan is not to be meant as a static document imposing rules but as a living document which grows and changes as the project progresses: the original plans are a starting point which should be adapted to the development of activities and outputs as the project progresses.

Basic data sheet:

Programme: Social Prerogatives and Specific Competencies Line (SOCPL);

Project Name and Acronym: Digital Social Partners – DigiSoc;

Project Number: 101051859;

Participants: Coordinator CNIPMMR (Romania); Participants (beneficiaries) PIMEC (Spain), ALCCIC (Lithuania), Confartigianato (Italy), IPOSZ (Hungary), CCCI (Cyprus), ZDOPS (Slovenije), CNA (Italy); Associated partner SMEUnited.

Promotion of action

The beneficiaries will promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries will inform the granting authority.

Visibility — European flag and funding statement

Communication activities of the 7 beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure (meeting rooms, equipment), supplies or major result funded by the grant will be acknowledged EU support and display the European flag (emblem) and funding statement (translated into local 7 languages of beneficiaries):



Co-funded by the
European Union

The emblem will remain distinct and separate and not be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo will not be used to highlight the EU support.

Quality of information — Disclaimer

Any communication or dissemination activity related to the action will use factually accurate information. Moreover, it will indicate the following disclaimer (translated into local 7 languages of the beneficiaries):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission (granting authority). Neither the European Union nor the granting authority can be held responsible for them.”

Specific communication, dissemination and visibility rules in reaching out specific objectives of the DigiSoc project

Specific objectives of the DigiSoc project are:

1. Improving the quality of the social dialogue and of the Framework Agreement Digitalisation implementation in all the 7 countries represented by the consortium (Spain, Lithuania, Slovenia, Hungary, Cyprus, Italy, Romania), through 7 dedicated seminars in each country, which will have a total number of at least 320 participants (30-50 participants/partner).

Specific actions:

- In order to better understand the Framework Agreement Digitalisation (FAD), signed by the European Social Partners, FAD will be translated in to languages of 7 beneficiary countries;
- Beneficiaries will reach the planned number of participants of the dedicated seminars, also possibility for more participants joining the seminar on line will be elaborated;
- Right selection of participants will be sought. Those will be directly from SMEs, regional chambers, business associations, also from governmental institutions, dealing with the topic. Such, as state Labour inspectorate, etc.;
- Will be availability to deliver FAD well in advance to the participants and possibly interested institutions;
- Speakers will be selected from different social partners (employers, tradeunions), also presentation of Labour inspectorate on statistics of claims of employees on violation of existing rules related to remote work.

2. Creating one digital tool for social partners - an online platform that will monitor the social dialogue at national level in all 7 countries involved in the project, but also at European level, giving input/analyses on the European semester and European legislation.

Specific actions:

- careful selection of users of digital tool;
- good mix of users of digital tool: regional chambers, business associations, trade unions and state institutions;
- user friendly tool, training of those wishing to efficiently use the tool.

3. Strengthening the capacity of the national social partners to enrich the European and National social dialog, through training sessions that will involve 40 people (5 persons/partner) - representatives of the members of the consortium for the DIGISOC project - 7 partners (beneficiaries)

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coming from 7 EU countries representing employers' organisations and one associated partner – SMEUNITED. The eight partners will benefit directly from the DIGISOC project as the project will build and strengthen their capacity to engage in national and European social dialogue.

Specific actions:

- ensure the seminars will benefit all 7 partners, will strengthen their capacity to engage in national and European social dialogue;
- active participation of all partners in the seminars;
- all materials from seminars (such as presentations) will be available, will be distributed for the wider number of persons potentially interested;
- materials will be used in further activities of the DigiSoc project.

4. Organising national seminars regarding the Implementation of the Framework Agreement on Digitalisation one year ago, the European Social Partners Framework Agreement on Digitalisation was signed by BusinessEurope, ETUC, CEEP and SMEUnited to support the successful digital transformation of Europe's economy and to manage its large implications for labour markets, the world of work and society at large. The agreement supports the successful integration of digital technologies at the workplace, investment in digital skills, skills updating and the continuous employability of the workforce. The agreement enables employers and unions to introduce digital transformation strategies in partnership in a human oriented approach at national, sectoral, company and workplace levels, including on the modalities of connecting and disconnecting and respect of working time rules and appropriate measures to ensure compliance. The members of the consortium will organise one national seminar in each of the seven participating countries in the DIGISOC project, in order to analyse the status of the implementation of the FAD and to identify best practices. The partners will invite relevant participants that can contribute to this analysis: trade unions, employers' organisations, representatives of the government and/or public services, SMEs.

For Romania and Spain, the target audience is 50 persons/seminar, Italy will gather 100 participants, as both partners will be involved, while for Cyprus, Slovenia, Hungary and Lithuania the minimum number of participants will be 30 persons. After each seminar, the partners will elaborate the national reports emphasizing the status of the implementation of FAD in their countries and presenting best practices identified at national level.

Specific actions:

- See p. 1 specific objectives and specific actions;
- Main objective of the seminars – how to implement major messages from FAD to national practice;
- Prevailing topic of the seminar – methods and forms how to implement FAD in national social dialogue and social dialogue agreements;
- Draft national reports will be discussed.

5. Drafting the comparative report “Implementation of the Framework Agreement on digitalisation”. The WP Leader will use the data from the national reports in order to elaborate the comparative study and the final conclusions. A special chapter will be dedicated to presenting best practices and lessons learnt identified at national level and to proposing support actions for the implementation of the Framework Agreement on Digitalisation.

Specific actions:

- Ensure national reports of implementation of FAD are of high quality;
- Specific attention will be given to the examples of the best practises of the implemetation of FAD and for the reccomendations how to implement the agreement in other countries.

6. Creating a European digital platform for social partners. A online platform will be created on all smart mobile devices (eg phone, tablet) as well as on the desktop, in which the social partners from the 7 countries participating in the project will be able to initiate, analyze and submit to public policy debate with impact at European level.

Specific actions:

- In order for better understanding, the platform will have the language option for each 7 country participating in the project and in English;
- Ensure significant number of relevant intrested persons from employers organizations, trade unions and relevant governmental organizations, such as Labour inspectorates will have information on functionalities of the platform;
- The digital platform will be accessible both to the project partners and to all entities, especially employers’ organizations and trade unions interested in the analysis and evolution of public policies at European level;
- Each project partner will have to manage its country page, following that on the structure presented above to enter the necessary information: the country report with the specific recommendations, public policy proposals, European legislation.

7. Training Programme. The programme will be created together with the Associated Partner of the project, SME United The objective of the training is to strengthen the capacity of national social partners to get involved in policies created at European level, to increase their contribution to EU policy-making as well as to disseminate European policies in their countries of origin.

Specific actions:

- Ensure total 40 participants will attend training sessions;
- All presentations of the training sessions will be available for further usage in project activities and other activities of national social partners dialogue.

8. Creating European Policy Departments. After the training is complete, all the 8 partners of the project will create within their organisations special departments that will engage, participate and contribute to the European social dialogue.

Specific actions:

- Partners will choose the best way to make this new department operational;
- Few persons (minimum 2) in each department will have capabilities to manage the tasks related to European policy level;
- All new departments will create the relevant contact points data base that will help to get in touch with the new department. The data base will contain maximum number of relevant stakeholders in each country.

9. Creation of key-actors database. The database will be built with the purpose of identifying key-actors to engage throughout the project's lifetime, namely by involving them in the activities and sending them relevant information about activities and outcomes.

Specific actions:

- Careful selection of key actors in each country. Total number for all beneficiaries must reach minimum 200 persons;
- Ensure all actors from the data base will act as multipliers for the dissemination of project activities, findings, results.

10. Production of dissemination materials: project logo and image; electronic brochure/leaflet; periodical newsletters.

Specific actions:

- Ensure high quality of the project logo, image, electronic brochure/leaflets, periodical newsletters;
- Newsletters will be issued in all 7 languages of the participants ensure better promotion of the project's activities, events and results;
- These will be regularly updated with relevant information about the project implementation processes.

11. Organising an online press conferences, Media Press and articles.

Specific actions:

- Ensure minimum 30 relevant attendants in the press conferences;
- After the press conferences each partner issuing press releases, totally 8, one per each partner;
- All memebre will promote the dissemination of the project activities, results through media press, also elaboration of articles to be presented in national and international conferences or events. Ensure minimum 2 per each partner.

12. Organizing the final conference in Lithuania.

Specific actions:

- Ensure minimum 100 participants from Lithuania and abroad will be present; minimum number of countries represented – 3;
- The conference will be broadcasted in the Internet to reach more interested stakeholders across Europe.

The DigiSoc Dissemination Key Principles

According to the project approved, the DigiSoc dissemination strategy is based on five principles:

1. Focus on end users.
2. European scale.
3. Continuity.
4. Cost efficiency.
5. Teamwork – all parties engaged

1.1 Focus on End users

This is the very first step to be taken at the beginning of the project, when it is necessary to inform any prospective audience on the aims and objectives of DigiSoc and of the expected results of the project. At this early stage it is important to spread the information: creating widespread awareness of the DigiSoc activities.

Valorization will focus on the target groups. Main target groups are regional Chambers and Associations, representing interests of employers; Trade union organizations, representing interests of workers; targeted selected governmental organizations, such as Labor inspectorates; Tripartite councils in regional or national level.

Project aim – encourage participation of above-mentioned target groups in project activities and the adoption of project's results or at least be aware of the project activities.

1.2 European scale

Valorization should be European wide for more impact and for more EU added value, making use, as much as possible, of existing European wide networks.

European wide valorization due to (a) interaction of beneficiaries of different European countries; (b) necessity to understand processes and outcomes of the dialog of European social partners; (c) necessity to understand existing European networks of social partners, mainly SMEUnited, representing small business undertakings of European countries.

1.3 Continuity

Valorization should endure throughout the whole project and beyond, to ensure that the end of results is as relevant, applicable, visible and accessible as possible, and guarantee maximum impact and sustainability.

That aim will be achieved by careful selection of social partners, active involvement of them in project activities as well as well functioning of platforms of cooperation created in the course of the project. Such as mobile IT platform to deal with the European legislation.

1.4 Cost Efficiency

For valorisation should be used cost-efficient communication, making a good use of ICT for maximizing value for money. Electronic leaflets, ZOOM communication, existing WEB pages of the organizations/project beneficiaries will be used.

1.5 Teamwork

Valorisation should involve all partners and clearly identify responsibilities within the consortium, in order to maximize impact and minimize budget effort. Good articulation between partners, including associated partners, is essential to achieve valorisation objectives effectively and efficiently.

Project image and multiplier effect

To facilitate dissemination and future exploitation, the consortium is going to create a project image and a database of key-actors to engage throughout the project's lifetime, namely by involving them in the activities and sending them relevant information about activities and outcomes. The database should have at least 200 contacts for key-actors at country and European levels, that can act as multipliers for dissemination activities

Maintaining the results

The results of the project that will be maintained:

- The digital IT platform will be used in further activities.
- European Policy Departments in the organizations/project beneficiaries will be operational.
- Good cooperation in between national social partners to deal with European Social Semester issues will be established.
- Project promotional and training materials to be used even after the formal end of the project.

DigiSoc dissemination

The dissemination of the DigiSoc project will be performed at three levels:

1) Institutional level:

- Project beneficiaries have their own social partners. Partner institutions will be informed about project during units' meetings.
- DigiSoc ideas will be presented to formal local Tripartite councils.

2) Local and national level:

- E-newsletters will be released and sent to relevant organizations in accordance with the defined target groups; articles for local newspapers will be presented.
- Each project beneficiary will present the project activities, relevant materials (such as Framework agreement, materials related to European Social Semester, etc.) to the defined target groups.
- Each project beneficiary will constantly present and up-date project activities and results in the institutional website.
- Each project beneficiary will present the information about the project in established Facebook and LinkedIn platforms.

3) EU level:

- Direct participation of SMEUnited in the project activities will be the platform for the information about the project and dissemination on EU level and for other organizations, members of SMEUnited from other EU countries.

Over 5,000 individuals are expected to have some kind of contact with the project during the implementation phase, and much more are expected to benefit from its results once the project is closed.

Main Messages

Bilateral agreement of European social partners “European Social Partners Framework Agreement on Digitalization” is a core document for the Project DigiSoc activities. The main statements from that document could be considered as a message which project participants need to deliver for their constituents, social partners in their respective regions or national level. DigiSoc partners agree, that those are:

- A partnership process between employers and workers’ representatives is the best way to solve challenges of modern labor markets both in enterprise level as well in regional/national level.
- Digital transformation of economy is a multifaceted topic with large implications for labor markets.
- Digital transformation brings clear benefits for employers, workers and jobseekers alike, in terms of new job opportunities, increased productivity, improvements in working conditions and new ways of organising work and improved quality of services and products;
- The gains are not automatic, labour markets need to be adapted, as well as training, education and social security systems;
- Respect of working time rules and teleworking and mobile work rules;
- Artificial intelligence becoming more and more important in organizing production processes but guaranteeing the human in control principle must be implemented.
- Keeping right balance in respect of human dignity and surveillance of working in remote.
- It is important to participate and be active in European Social Semester issues, understand Country specific recommendations, other related documents; participate in activities of European social partners.

External communication main objectives

- Ensure participation of planned number of participants (training courses, seminars, conference, newly created European policy department staff, etc.).
- All relevant social partners and relevant governmental organizations on regional or national level are being well informed about the project, Framework agreement, project activities.
- Ensure due to multiplier effects of external communication high number of SMEs, partners organization staff know about project activities and the Framework agreement which was signed by European social partners.

Involvement of the Partners of Beneficiaries

Each project Beneficiary plays a key role in reaching one or more project target groups and working into one or more dissemination strands. It is of major importance that each beneficiary is in direct contact with the target groups of the project and devote time and effort to disseminate the project and its results. Those target groups are regional chambers and branch associations, representing business undertakings, trade unions, representing employees and relevant governmental institutions. Meetings and workshops will be organized in order for project goals to be achieved. Promotion and dissemination of the project ideas, joint activities etc. Such events will be organized in all beneficiaries' countries, giving special emphasis to the national conferences and final conference of the project.

Adapted means of action, intermediary and final deadlines for each action or process, allocated resources, envisioned results and advantages that will result from the implementation of Dissemination Strategy

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The dissemination plan is meant to support each partner in carrying out the most effective dissemination using general guidelines of this Strategy, but also allowing them to select the dissemination channels which are most suitable to their profile, context, characteristics, network, location, etc. The dissemination tools and channels selected by the partners should consider the target groups and their characteristics as well as the partners' characteristics.

Below is a list of dissemination channels from which to choose (more than one choice is possible):

- Press dissemination - Traditional advertisement (in newspapers, magazines, etc.)
- Press dissemination – Press releases
- Press dissemination – Press conferences
- Online dissemination – Partners' corporate website and newsletters
- Events – Organization of seminars, participating in the events organized by partners
- Events – Participation in the institutional meetings, such as Tripartite local and National councils, bilateral meetings with Trade union organizations with the presentation of DigiSoc activities
- Networking – Dissemination through the partners' contacts
- Online networking – Dissemination through the partners' social network profiles / pages / channels / blogs, etc. and any other relevant social networking tool for the project

Dissemination events register

Based on the knowledge of each partner's target groups, dissemination materials and initiatives should be provided which are understandable and well-accepted by those target groups. Within the standard framework of the DigiSoc coordinate image, each partner should choose the most suitable dissemination tool(s) in order to maximize the impact. See Annex.

Calendar of National Seminars Regarding the Implementation of the Framework Agreement on Digitalization and International Conference

Name of participants (Coordinator and Beneficiaries)	Min number of participants in person	Date	ZOOM translation (Y/No)
Coordinator CNIPMMR (Romania)	50		Yes
PIMEC (Spain)	50		Yes
ALCCIC (Lithuania)	30		Yes
Confartigianato (Italy)	50		Yes
IPOSZ (Hungary)	30		Yes
CCCI (Cyprus)	30		Yes
ZDOPS (Slovenije)	30		Yes
CNA (Italy)	50		Yes

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International Conference (Vilnius, Lithuania)	100, min. 3 countries	2024 September	Yes, Broadcasted on the Internet
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After each seminar, the partners will elaborate the national reports emphasizing the status of the implementation of FAD in their countries and presenting best practices identified at national level.

Reporting

Periodic reporting periods:

Months from 1 to 12; Deadline for the report: 60 days after end of reporting period;

Months from 13 to 24; Deadline for the report: 60 days after end of reporting period;

Each partner should provide reports on the dissemination activities/actions carried out at local/national and international level to be included in periodic reporting. Each partner should fix all dissemination events and register in the table “Dissemination Event Register” (see Annex).

Multiplier events

All participants organizing internal seminars, meetings or international conferences which have the multiplier effect in dissemination Project ideas, materials, outcomes are registered (see Annex).

ANNEXES

DISSEMINATION EVENTS REGISTER

Project number: 101051859									
Project title: Digital Social Partners – DigiSoc									
Dissemination type (e.g. seminar, article, publication, etc.)	Date	Title	Short description	Project partners involved	Target group	Evidence dissemination (e.g., website link, seminar program, etc.)	Relation to the Project activity, deliverables or milestones	Impact – qualitative indicators	Impact – quantitative indicators (e.g., number of people reached)

PROJECT DISSEMINATION PLAN

DISSEMINATION ACTIVITIES	RESPONSIBLE PARTNER/ALOCATED RESOURCES*	PERIOD (Intermediary and Final Deadlines)
LOCAL AND NATIONAL AND EU LEVEL:		
<ul style="list-style-type: none"> • Translate major document for the discussions “Framework Agreement on Digitalization” signed by European partners into national languages of participating partners. • Dissemination of “Framework Agreement on Digitalization” to all relevant partners at local and national level. Target groups – regional chambers, employers’ organizations, trade union organization and relevant governmental organizations, such as Labor Inspectorate, etc. • National Seminars on implementation of “Framework Agreement on Digitalization”. • Establishing of database of key-actors to engage them throughout project’s lifetime involving them in the activities, sending them relevant information about the activities and outcomes. The database should have at least 200 contacts for key-actors at national and European levels that can act as multipliers for dissemination activities. • An online platform as a tool for social partners that will monitor the social dialogue at national level in all 7 countries involved in the project, but also at European level, giving input/analyses on the European semester and European legislation. Online platform will serve as an instrument for continuation of partners activities after the formal ending of project activities. 	<p>Each partner (7 languages)</p> <p>Each partner</p> <p>Each partner</p> <p>Each partner</p> <p>Each partner</p>	<p>Until 31-03-2023</p> <p>30-04-2023</p> <p>See dates in p. 5 of this dissemination plan</p> <p>Through the project time</p> <p>Through the project time and beyond</p>

<ul style="list-style-type: none"> The information about the project will be disseminated through the presentations at international conference held in Vilnius. 	ALCCIC	September 2024
MULTIPLIER EVENTS		
<ul style="list-style-type: none"> 8 multiplier events will be held in partner institutions – national seminars on implementation the Framework agreement. Seminars will be used for Project dissemination purposes as well International conference in Vilnius 	All 8 partners	Dates are presented in the Table above
	ALCCIC	September 2024
SOCIAL MEDIA		
<p>Online Press Conference Press Releases (1 per Partner) Updating WEB presentations of the Project participants</p> <p>Online Brochure/Leaflet, totally 4 to be sent in each country in its own languages (200 people reached per edition + 1000 in result multiplier effect)</p> <p>Create Social network Facebook account (minimum 1600 member/followers) Create Social network LinkedIn account (minimum 800 members/followers)</p> <p>Elaboration of the Articles to be presented in National and International conferences/events</p>	<p>CNIPMMR All 8 Beneficiaries All 8 Beneficiaries (own organization resources)</p> <p>All 8 Beneficiaries in their own languages (project financing)</p> <p>ALCCIC (project financing)</p> <p>ALCCIC (project financing)</p> <p>2 per each Beneficiary (project financing)</p>	<p>31-03-2023 31-03-2023 01-05-2023</p> <p>(1) 01-03-2023 (2) 01-10-2023 (3) 01-03-2024 (4) 30-09-2024</p> <p>20-03-2023 20-03-2023</p> <p>First one – 01-06-2023 Second one – 01-06-2024</p>

*All dissemination activities will be financed on a project basis described in the Grant agreement or from their own resources

By using a combination of different tools – social media, conferences, articles, newsletters, etc. – the consortium expects to reach a vast audience and to ensure a high impact for the project. Over 5000 individuals are expected to have some kind of contact with the project during the implementation phase.